

TouchFax®

15520 College Boulevard
Lenexa, Kansas 66219

July 13, 1992

To: Ms. Linda Lee Coyner
VP of Sales and Marketing
Plaza Level
1100 Johnson Ferry Road N.E.
Atlanta, Georgia 30342

From: John F. Murphy
Marketing Manager
TouchFax Information Systems, Inc.
913-599-6699
913 599-5588 FAX
2 Pages in this fax transmission

Re: Article from June 29th issue of Telephony Magazine

Linda:

Good press on your upcoming Information Services Gateway to be launched in Orlando. We are in agreement that communications are a commodity that should be delivered in the format that the customer desires. We also agree that this type of service needs mass appeal and an incredibly easy to use and access interface to be a success. People know and understand how to use voice services, and we believe that knowledge will easily transfer to fax (mail) services.

To bridge the gap between traditional delivery of services to the more advanced services will still take some work. Luckily, each segment of the population you are targeting knows and understands (if somewhat rudimentary) what facsimile is. It is basically a way of *"cramming a piece of paper into a phone, and having it come out the other end."* TouchFax has built our multi-function communication terminal around this service because it is needed, understood, and used heavily today. Once people see our terminal, they realize that it is a place where they can get a piece of paper (information) to or from somewhere else. **They do not have to understand anything else.**

Our terminals provide a tangible icon for your service, are very easy to use, and will open a new distribution channel for the other services you will be bringing out down the line. We also have the ability to work with you on offering a special interface, credit card, and billing structure for your customers. It makes no sense to have the capabilities of your platform but to have people reluctant to use it because they can't understand the conventional pay fax machines, or are turned off by the high prices charged to access the service.

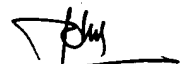
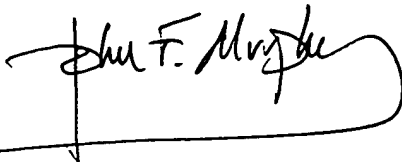
Since our terminal can communicate voice for calls and audio text services, images for fax transmissions as well as documents stored on the hard drive, and data transmissions like E-Mail and access to Prodigy, TouchFax is uniquely positioned to help you reach your goals. Together with the fact that there is no easier terminal to use, we believe our terminals will offer credibility and acceptance over and above the revenues generated.

We look forward to a successful business relationship.

NB.

we also offer innovative services like the enclosed Funnybone Fax.

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